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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

SEPTEMBER 1962

U. S. DEPT. OF AGRICULTURE
LIBRARY

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REPORTS

Pears

Broiler-Fryers

Grapes • Cereals

Fluid Milk • Salad Oils

Frozen Orange Juice

Late Summer Vegetables

The September Food Guide lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

FROZEN ORANGE JUICE

- Healthy coupon customers mean "repeat" customers--so keep them fit by pushing this "vitamin C"-loaded juice as a sure-fire "energy-builder"--and as an aid "to help fight off colds" during the winter months ahead. "Arrow" shoppers in to your selling point. With industry now sponsoring a gigantic, consumer-reaching, nationwide promotion, geared to give grocers preselling aid, plenty of good sales material should be available just for the asking. Put it to work. Good in-store selling theme--"Help Yourself To A Glass Of Sunshine."
- The Department of Agriculture Extension Service and welfare groups will recommend frozen orange juice to food coupon recipients in September--tie-in. Concentrate your in-store sales efforts on frozen orange juice for a BETTER BREAKFAST now that school days are here. "Junior" and "Missy" need this "morning lift"--Pop and Mom, too. Activate purchases--offer shoppers special inducement prices on 3-can and 6-can (6 pak) deals.

FRESH PEARS

- Fresh, bursting with juice, pears offer coupon patrons and low-income families a real eating treat--in lunch boxes for the kiddies and Pop, decorated in salads, served at snack time or for the dinner dessert. Play up these angles with good display spot sign work.
- Explore all sales possibilities--to move pears

out fast. The time is right now to sell pears "For Those School Lunch Boxes"--and to cross-sell pear-based, salad combo ideas with "good mixers"--cottage and cheddar cheese. And for top volume--put merchandising pressure on prepack "tote" bags--loose bin stock business will take care of itself.

FLUID MILK

- Inspire purchases--greet customers with a clean, attractive and sales-inviting dairy case when they stop by.
- Reach the kids and "grown-ups", too--start BETTER BREAKFAST and "BACK-TO-SCHOOL" milk-drinking crusades the first sales day of the month. Old standby "prompting signs", you'll find, are sales-winning bets. Give coupon shoppers the facts on their shopping tour--"School Children Need To Drink More Nutritious, Health-Building Milk." And enlist adult patronage--ask them to "Join The Physical Fitness Club With A Daily Glass Of Milk."
- Place a "back-to-school special" price tag on half-gallon containers in September. And if you stock school-size thermos jugs and lunch boxes, fit them in at the dairy case to get dual sales. Remember milk tie-ins with breakfast cereals--perfect sales twins. Plan a big stack of assorted cereals at your dairy case, using cross-selling techniques and "Better Breakfast Month" promotional sales pieces to help move this pair.

SEPTEMBER 1962

FOOD BUYS

DAILY FOOD GUIDE

For USDA Food Coupon Users
and All Budget Minded Shoppers

MILK GROUP

Some milk for everyone

Fluid Milk

MEAT GROUP

2 or more servings

Broiler-Fryers

FRUIT AND VEGETABLE GROUP

4 or more servings

Frozen Orange Juice
Pears • Grapes
Late Summer Vegetables

BREAD AND CEREAL GROUP

4 or more servings

Cereals

OTHER FOODS

As needed

Salad Oils

VARIETY is the KEY

CEREALS

- Get all cereals in the merchandising act--it's "Better Breakfast Month" promotion time. Show shoppers a complete assortment of cereal products--alternating items weekly between shelf and floor display. Dress up selling points with point-of-sales material available from your supplier--and carry out the "Better Breakfast" theme in your display plan.
- Make floor display taste-tempting--offset cereal stacks with small tables of bananas--and show raisins, jars of honey and sugar to get extra sales.

GRAPES

- Here's another made-to-order "SCHOOL LUNCH SPECIAL"--a family-pleaser--and a sure sales-getter, too. Table display grapes on heavy-traffic weekends. Mass bunches, but don't stack over three tiers high. White parchment paper, placed at random under bunches, will give grapes a "rest"--offers quick selection, easy pick up and lends eye appeal. Now post a jumbo price card--inform customers you're having a big sale.
- Change promotion tactic through the week--use "boating" method to prepare prepacks--or offer in one and two pound "tote" bags.

LATE SUMMER VEGETABLES

- Inform coupon customers, low-income patrons and other shoppers to "Enjoy Vitamin and Mineral-Filled Farm Fresh Vegetables While They Last"--cold weather is ahead. Still your best salesman--FRESHNESS and QUALITY--so trim vegetables as needed, remove wilted leaves and discard spoiled or discolored, unsaleable stocks. Give appropriate vegetables

a good bath--"wet down" others to maintain a "fresh look"--throughout "produce row."

- Don't forget canning and pickling goes on--offer full lugs, hampers, crates, etc., of good home-canning, "store-away" vegetables, at discount prices, to attract trade. Set up a tie-in display--feature "quantity" fresh vegetables along with a full line of canning and pickling supplies.

BROILER-FRYERS

- These tender young birds are real storewide sales-boosters--a favorite with coupon traders and other budget-minded trade. Make them "star performers" this month--starting with Labor Day weekend. Use "whole" bird specials as the "leader" and "traffic builder." However, be sure your poultry case is well stocked with "cut-ups", splits and select parts to take care of the entire trade.
- Stress broiler-fryers in your advertising--give them headliner space in newspaper ads--plug them with extra large store window signs--and use in-store "talkers" at go-with sales points to recommend "fried", "baked" and "bar-b-que" chicken meals.

SALAD OILS

- For top sales mileage, well planned "sell-a-long" merchandising is the way. Start team-up displays early--special Labor Day, "Better Breakfast Month" and "back-to-school" promotions can mount sales.
- Here's the sales-clincher--team a full line of "homemade" salad dressing and mayonnaise-making ingredients with salad oils. Give display a good traffic aisle location--using effective sign work and "easy-view" posted recipes to attract the "Old Pros" and "New" housewives.

MENU OF THE MONTH

Fried chicken
Hot potato salad Cabbage slaw
Hot biscuits
Margarine
Milk
Baked pears

RECIPE OF THE MONTH

HOT POTATO SALAD

4 medium-sized potatoes, diced	1/4 cup finely-chopped onion
4 slices bacon	1 tablespoon flour
1 teaspoon powdered dry mustard	1 teaspoon salt
1 tablespoon sugar	1/2 cup water
1 egg, beaten	1/4 cup vinegar

Cook potatoes in boiling salted water until tender. Drain.

Cook bacon in a fry pan until crisp. Remove from pan and chop.

Using 2 tablespoons of the bacon fat, cook onion until golden brown. Blend in the flour, mustard, salt, and sugar. Stir in the water. Boil 2 minutes.

Add about 2 tablespoons of the hot mixture to the beaten egg, then stir this into the rest of the mixture. Add vinegar and reheat.

Pour the hot dressing over the hot potatoes. Mix in the chopped bacon.

4 servings, about 2/3 cup each.

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FOOD STAMP PROGRAM TIPS

MR. GROCER:

Please Help Keep The Food Stamp Program Free of Violations--OBEY THE RULES

Here are some tips to remember when you handle food coupons:

- F - - FIRST of all, you are a key factor in making the Food Stamp Program a success.
 - O - - OBLIGATION of the grocer: to see that the program regulations are observed.
 - O - - OPERATE your food coupon business strictly on a cash basis. Program regulations do not permit credit arrangements with food coupon customers.
 - D - - DETERMINE that all food coupon books are signed before accepting coupons in exchange for merchandise.
 - C - - CHANGE in cash may not be given for food coupons.
 - O - - OBJECT to all pressures to violate the food coupon regulations and report any such attempts to your local USDA office in charge of the Food Stamp Program.
 - U - - YOU, the grocer, will largely determine the ultimate success of the Food Stamp Program.
 - P - - PROVIDE your employees with thorough training in the program's procedures and requirements.
 - O - - OBSERVE and follow carefully the instructions for completing the redemption certificate when redeeming coupons with the banks and wholesalers.
 - N - - NOW is the time to review your food coupon operations to insure continuing compliance with the program regulations.
- Put it all together and it spells FOOD COUPON.